



**BBL-19MBA207**

Seat No. \_\_\_\_\_

**M. B. A. (Sem. II) (CBCS) Examination**

**July - 2021**

**Research Methodology**

Time :  $2\frac{1}{2}$  Hours]

[Total Marks : 70

**Instruction :** Attempt any five questions.

- 1 Set up an analysis of variance table for the following two-way design results:

Varieties of fertilizer	Varieties of seeds		
	A	B	C
W	6	5	5
X	7	5	4
Y	3	3	3
Z	8	7	4

Also state whether variety differences are significant at 5% level. (Critical Value at (2,6) = 5.14 and Critical Value at (3,6) = 4.76)

- 2 To test the significance of variance in the retail prices of a commodity in 3 cities, 4 shops were chosen at random in each city and the prices who lack confidence in their mathematical ability were as follows:

Mumbai	16	8	12	14
Delhi	14	10	10	6
Kolkata	4	10	8	8

Do the data indicate that the prices in the 3 cities are significantly different?

(Critical Value = 4.26)

- 3 Explain term 'Research' in management. Discuss various steps in the Research process.

- 4 What is sampling? Explain Probability and Non-probability Sampling with suitable illustration.
- 5 What is Review of Literature? Write its objectives, Importance and Benefits In Research.
- 6 What is a Research Problem? Write various steps involved in deciding Research Problem.
- 7 Explain Objectives, Significance and different types of research.
- 8 Discuss Primary Data and Secondary Data? Write various methods of Collecting Primary Data and Secondary Data along with advantages and limitations.
- 9 Prepare a Questionnaire for Survey of buyers behavior for purchase of Air Condition.
- 10 (a) Differentiate Bibliography and References.  
(b) Explain the advantages of using computer in Research.

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